

## **The role of quality of goods in formation of consumer choice**

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### **Abstract**

The article presents theoretical-methodological approach to the content of consumer behavior taking into account quality of goods that allowed to formulate practical recommendations concerning methods of its regulation in conditions of modern Russian economy. It offers methodical approach to determination of quality as basic factor of consumer behavior, based on assessment of integrated criterion of quality as the radius vector of the n-dimensional space characterizing set of uniform characteristics of quality for various categories of a product consumers, work or service number of measurements of which is defined by the structure of consumer community for this product on the basis of which the vector of consumer usefulness of production by criterion of quality is formed.

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### **Keywords**

Consumer behavior, Consumer choice, Consumer demand, Institutes of the market of consumer goods, Quality of consumer goods, Russian economy, State regulation